

**IN THE CLAIMS:**

1 1. A method of using descriptive language to define Rich Media elements and relations  
2 among the media elements in an application, executable on a multimedia player, comprising the  
3 steps of:

- 4 a) collecting and formatting Rich Media as an Multimedia Vehicle  
5 Repository (MVR) file and a first input to an authoring tool;  
6 b) creating a text based Rich Media Content description file of the MVR file  
7 as a second input to the authoring tool; and  
8 c) combining the Rich Media Content (MVR) file and the text based Rich  
9 Media Content descriptive file as an edited Multimedia Content (MVR) file using the authoring  
10 tools.

1 2. The method of Claim 1 further comprising the step of:

- 2 d) editing the Rich Media Content description file by a user using a text editor.

1 3. The method of Claim 1 wherein the step of creating a text based Rich Media Content  
2 description file further comprises the step of:

- 3 e) using an XML program to create the description file.

1 4. The method of Claim 1 wherein the step of combining the descriptive file and the Rich  
2 Media file further comprises the step of:

3 f) executing a batch processing program to combine the descriptive file and the Rich  
4 Media Content (MVR) file.

1 5. The method of Claim 1 further comprising the step of:

2 g) transmitting the Rich Media Content as a streaming digital file for collecting and  
3 formatting as the first input to the authoring tool.

1 6. The method of Claim 1 further comprising the step of:

2 h) using a graphical authoring tool to edit the Rich Media Content; and

3 i) creating a descriptive file of the graphically edited Rich Media Content.

1 7. The method of Claim 1 further comprising the step of:

2 j) storing the edited Rich Media Content (MVR) file and the related descriptive text  
3 file for access by other content creators.

1 8. The method of Claim 1 further comprising the step of:

2 k) downloading the edited Multimedia content (MVR) file for display to a user in an  
3 ebusiness application.

1 9. The method of Claim 5 wherein the step of transmitting the Rich Media Content as a  
2 streaming digital file further comprises the step of:

3 l) generating the streaming digital file as a sequence of frames.

1 10. The method of Claim 5 wherein the step of generating the streaming digital file further  
2 comprises the step of:

3 m) generating the streaming digital file as a binary file using a HotMedia format.

1 11. An authoring system for creating text based Rich Media Contents, comprising:

2 a) a processor for receiving Rich Media, text and graphics;

3 b) means assembling the Rich Media, text and graphics as a combined Multimedia  
4 Vehicle Repository (MVR) file; and

5 c) means automatically generating a Rich Media Content description file based on  
6 an assembled multimedia repository file; and

7 d) means combining the MVR file and the description file as an edited MVR file.

1 12. The apparatus of Claim 11 further comprising:

2 e) a batch processing program running on the processor for combining the MVR file  
3 and the descriptive file as an edited MVR file.

1 13. The apparatus of Claim 11 further comprising:

2 f) an XML program running in the processor for translating the descriptive text in  
3 combining the MVR file and the descriptive text file.

1 14. A system for creating a textual based Rich Media Content file as an application  
2 executable on a multimedia player, comprising:  
3 a) means for receiving and storing Rich Media assets in a binary format as a  
4 Multimedia Vehicle Repository (MVR) file;  
5 b) means for preparing a textual description of the MVR file; and  
6 c) means for combining the MVR file and the MVR textual description as an edited  
7 MVR file executable on a multimedia player as an application in ebusiness.

1 15. The system of Claim 14 wherein the text description is XML based.

1 16. The system of Claim 14 further comprising:  
2 d) means for modifying the text description to create a new MVR-XML based file.

1 17. The system of Claim 14 further comprising  
2 e) means for modifying the textual description using a standard text-editing tool.

1 18. A program medium executable on a computer system, comprising:  
2 a) program code in the medium collecting and formatting Rich Media as a first input  
3 to an authoring tool;  
4 b) program code in the medium creating a text based Rich Media Content  
5 description file as a second input to the authoring tool; and

6 c) program code in the medium combining the Rich Media Content and the text  
7 based Rich Media Content descriptive file as an edited Multimedia Content file using the  
8 authoring system.

1 19 The program medium of Claim 18 further comprising:

2 d) program code in the medium enabling the editing of the Rich Media Content  
3 description file by a user using a text editor.

1 20. The program medium of Claim 18 further comprising:

2 e) program code in the medium for creating a text based Rich Media Content  
3 description file as an XML program.

1 21. The program medium of Claim 18 further comprising:

2 f) program code in the medium as a batch processing program for combining the  
3 descriptive file and the Rich Media file.

1 22. The program medium of Claim 18 further comprising:

2 g) program code in the medium for transmitting the Rich Media Content as a  
3 streaming digital file for collecting and formatting as the first input to the authoring tool.

1 23. The program medium of Claim 18 further comprising:  
2 h) program code in the medium as a graphical authoring tool to edit the Rich Media  
3 Content; and  
4 i) program code in the medium for creating a descriptive file of the graphically  
5 edited Rich Media Content.

1 24. The program medium of Claim 18 further comprising:  
2 j) program code in the medium storing the edited Rich Media Content (MVR) file  
3 and the related descriptive text file for access by other content creators.

1 25 The program medium of Claim 18 further comprising:  
2 k) program code in the medium for downloading the edited Multimedia content  
3 (MVR) file for display to a user in an ebusiness application.

1 26. The program medium of Claim 22 further comprising:  
2 l) program code in the medium for generating the streaming digital file as a  
3 sequence of frames.

1 27. The program medium of Claim 22 further comprises:  
2 m) program code in the medium for generating the streaming digital file as a binary  
3 file in a HotMedia format.